

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Yingwei Claire Cui et al.                      Art Unit : 3622  
Serial No. : 10/649,585                                      Examiner : Arthur D. Duran  
Filed : August 27, 2003                                      Conf. No. : 4994  
Title : CONTENT-TARGETED ADVERTISING USING COLLECTED USER  
             BEHAVIOR DATA

**MAIL STOP AF**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO FINAL OFFICE ACTION OF JUNE 14, 2010